

WHAT RESULT DO WE WANT?

All people in North Carolina live in communities that support tobacco-free/e-cigarette-free lifestyles.

WHY IS THIS IMPORTANT?

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined — and thousands more die from other tobacco-related causes such as involuntary exposure to secondhand smoke, fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use.¹

HNC 2030 HEADLINE INDICATOR:

Percent of youth and adults reporting current use of e-cigarettes, cigarettes, cigars, smokeless tobacco, pipes, and/or hookah

WHAT DOES THIS INDICATOR MEASURE?

- Percent of Tobacco Use Across the Population: Percent of Adults Reporting Current Use of E-Cigarettes, Cigarettes, Cigars, Smokeless Tobacco, Pipes, and/or Hookah

SMOKELESS TOBACCO

- Question: "Do you currently use chewing tobacco, snuff, or snus every day, some days, or not at all?"
- Respondents who answer "every day" or "some days" are considered current users.

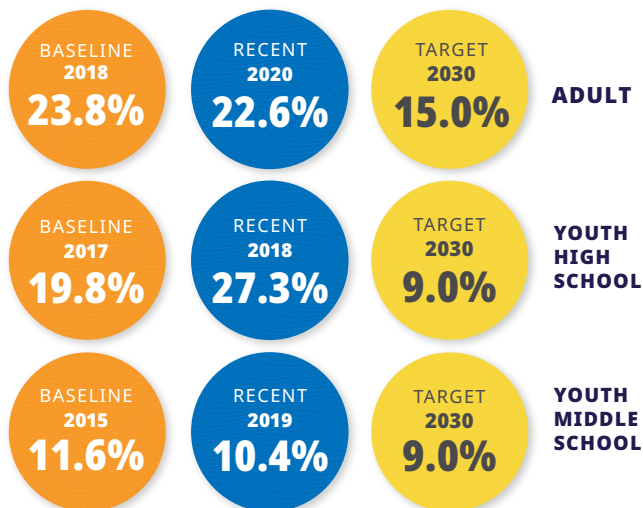
CIGARS

- Question: "During the past 30 days, did you smoke cigars, cigarillos, or little cigars?"
- Respondents who answer "every day" or "some days" are considered current users.

HOOKAH

- Question: "During the past 30 days, have you used a hookah or water pipe?" Respondents who answer "every day" or "some days" are considered current users.

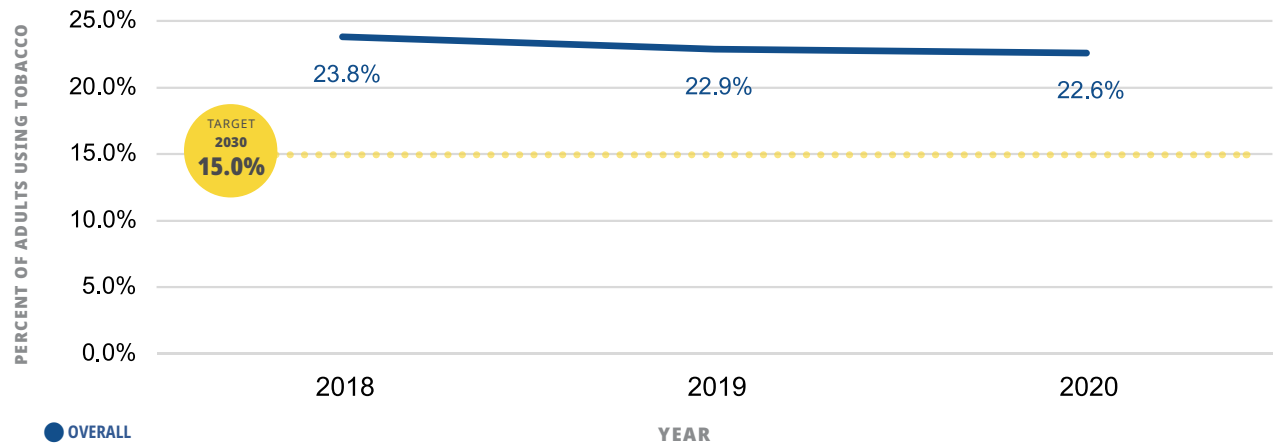
- The number of noninstitutionalized adults who use one or more of these tobacco products daily or on some days.
- Beginning in 2021, data are reported annually by sex, race/ethnicity, and age.
- Estimates are reported for the state, three broad geographic regions, AHECs, Medicaid regions, and Local Health Director regions.

BASELINE DATA FROM HNC 2030**HOW ARE WE DOING?**

- Tobacco product use (including e-cigarettes) among adults has been relatively steady since 2018.
- Among adults, males have greater reported use of any tobacco product than females.
- Among various race/ethnicities, White/Caucasian use of tobacco products remains high at 24.4% in 2020.
- Reported tobacco product use among high school students remains relatively steady at 27.3% in 2019.
- Reported tobacco use among middle school students saw a slight decline from 11.6% in 2015 to 10.4% in 2019.

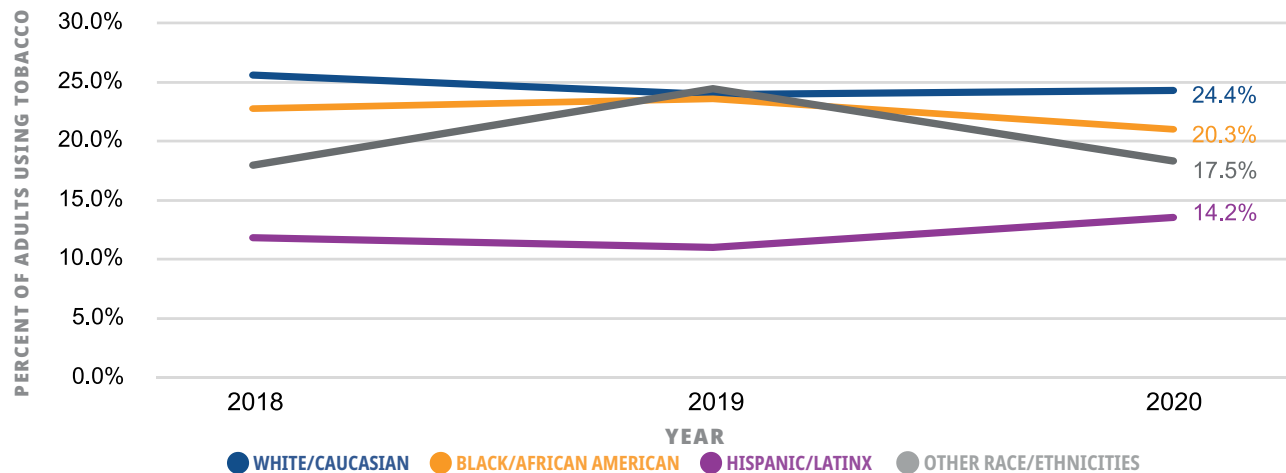
CURRENT DATA TRENDED OVER TIME

Figure 44. Tobacco use among adults in North Carolina (2018 - 2020)



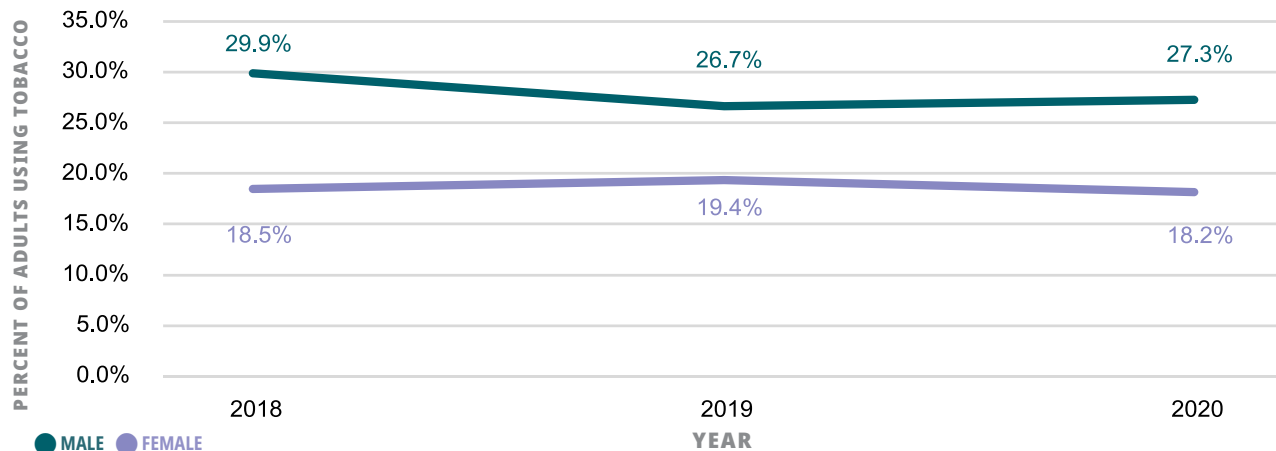
Data source: Behavioral Risk Factor Surveillance System (BRFSS), N.C. State Center for Health Statistics

Figure 45. Tobacco use among adults in North Carolina by race/ethnicity (2018 - 2020)



Data source: Behavioral Risk Factor Surveillance System (BRFSS), N.C. State Center for Health Statistics

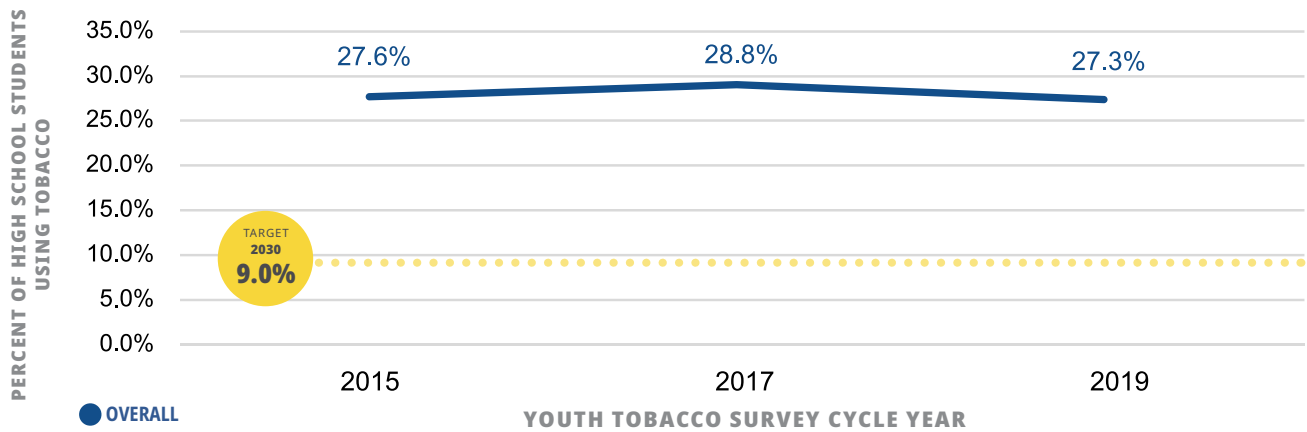
Figure 46. Tobacco use among adults in North Carolina by gender (2018 - 2020)



Data source: Behavioral Risk Factor Surveillance System (BRFSS), N.C. State Center for Health Statistics

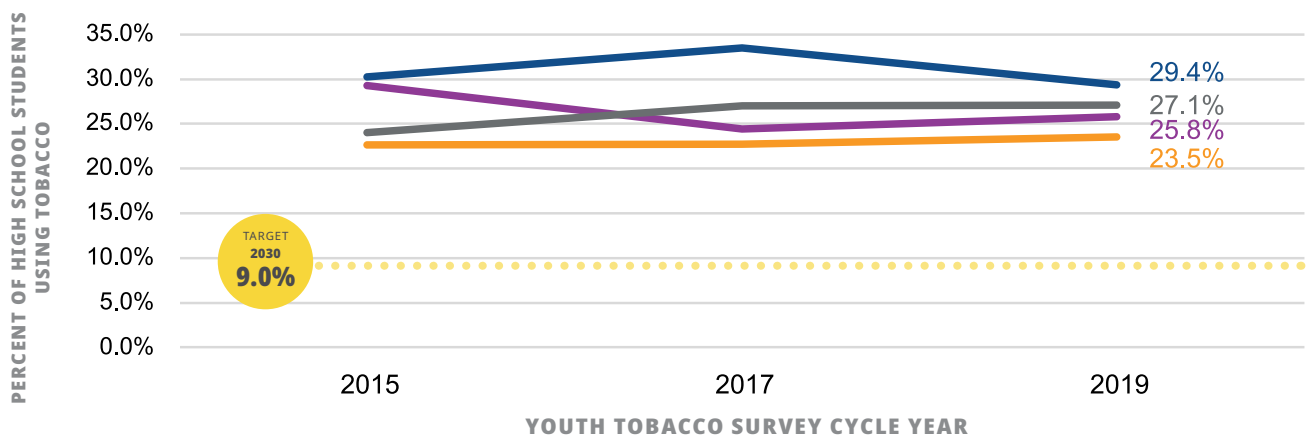
TOBACCO USE

Figure 47. Tobacco use among high school students in North Carolina (2015 - 2019)



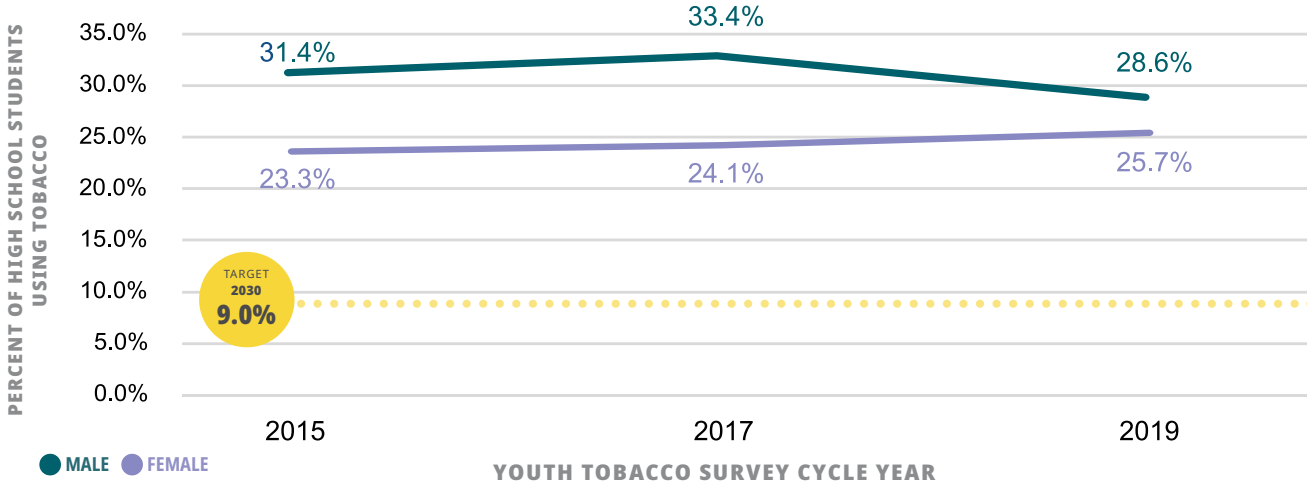
Data source: N.C. Youth Tobacco Survey

Figure 48. Tobacco use among high school students in North Carolina by race/ethnicity (2015 - 2019)



Data source: N.C. Youth Tobacco Survey

Figure 49. Tobacco use among high school students in North Carolina by gender (2015 - 2019)



Data source: N.C. Youth Tobacco Survey

Figure 50. Tobacco use among middle school students in North Carolina (2015 - 2019)

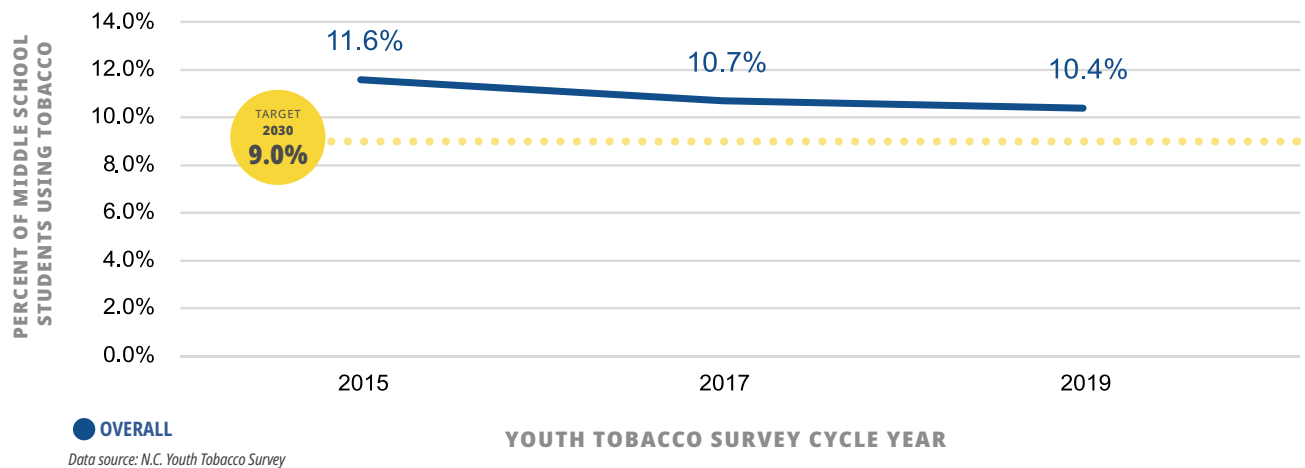


Figure 51. Tobacco use among middle school students in North Carolina by race/ethnicity (2015 - 2019)

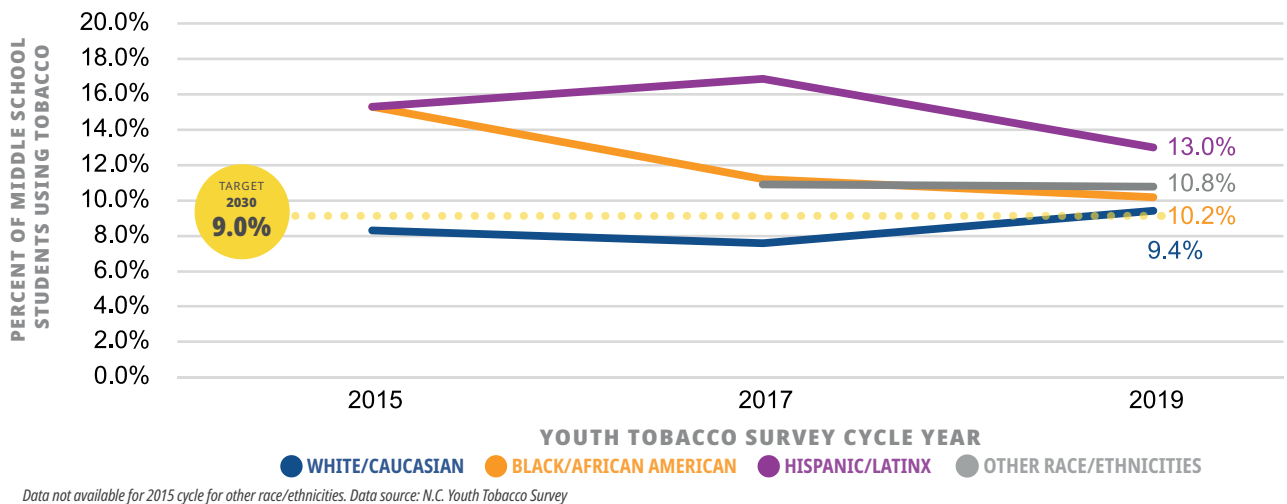
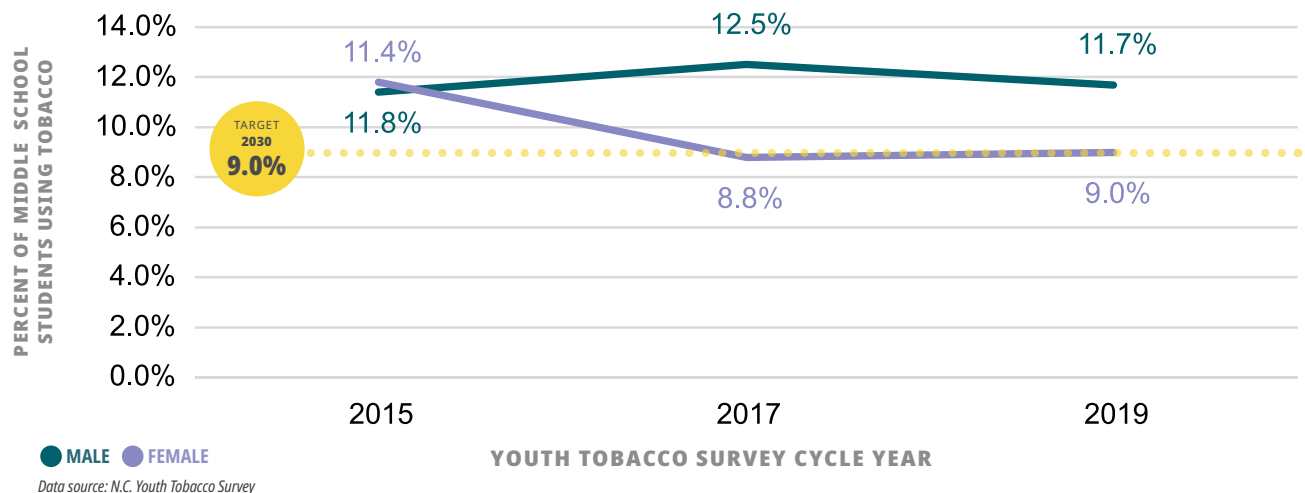


Figure 52. Tobacco use among middle school students in North Carolina by gender (2015 - 2019)



THE STORY BEHIND THE CURVE

- Almost half of all young people who have ever used a cigarette started with menthol
- Young people use e-cigarettes for social reasons and because they come in flavors
- 76% of youth under 21 who got their e-cigarettes from social sources got them from someone under 21
- 2 out of 3 of young people who currently use e-cigarettes are seriously thinking about quitting
- 24% of young people who have never tried an e-cigarette are open to trying one in the next year

Although a majority of cigarette smokers make a quit attempt each year in the United States, less than one-third use evidence-based methods which include FDA-approved tobacco treatment medications and behavioral counseling to support quit attempts. Nationally, one of the largest disparities is in the behavioral health population.²

WHAT OTHER DATA DO WE NEED?

- Rapid response data is needed for the tobacco marketplace
- Sale and consumption of new and emerging tobacco products
- Better understanding of health disparities regarding tobacco use and exposure to hazardous secondhand smoke and e-cigarette emissions
- Effectiveness of price policies to prevent initiation of e-cigarette use among young people
- Effectiveness of tobacco-free initiatives

WHAT COULD WORK TO TURN THE CURVE?

- Eliminate cigarettes from pharmacies
- Eliminate sale of loose cigars and cigarettes
- Enforce regulations that prohibit licensed tobacco retailers from selling tobacco products to underage buyers
- Enforce smoke-free multi-unit, public housing
- Expand Medicaid eligibility to include coverage for tobacco cessation treatment
- Fund comprehensive state tobacco control programs to levels recommended by CDC
- Implement state and local tobacco-free and smoke-free air policies that include electronic cigarettes
- Increase access to treatment based on the N.C. Tobacco Treatment Standard of Care, to include counseling and FDA-approved medications
- Increase number of paid staff at the state/local level to conduct comprehensive tobacco control programs
- Increase the number of tobacco-free public parks
- Increase the price of tobacco products by raising the current state tax on tobacco products
- Provide nicotine replacement options and services to the uninsured and underinsured
- Raise state minimum sales age from 18 to 21 and establish permitting of tobacco retailers
- Recommend an electronic cigarette policy for restaurants and bars
- Remove state preemption of local government regulations on the sale, promotion, distribution, and display of tobacco products
- Restrict the sales of flavored tobacco products
- Revise zoning ordinances to control placement of shops that sell tobacco, limiting the number of these shops per area and ensuring they are placed a safe distance from children's areas
- Support Tobacco Treatment Specialist Training for historically marginalized communities

RECOMMENDED READING/LISTENING

Smoking Cessation: A Report of the Surgeon General
<https://www.hhs.gov/sites/default/files/2020-cessation-sgr-full-report.pdf>

NC PARTNERS WHO CAN HELP US

PARTNER/POTENTIAL PARTNER	WEBSITE LINK
American Heart Association - Triangle, Charlotte, Triad & Iredell County	https://www.heart.org/en/affiliates/north-carolina/triangle https://www.heart.org/en/affiliates/north-carolina/charlotte https://www.heart.org/en/affiliates/north-carolina/triad-region
American Lung Association	https://www.lung.org/ https://www.lung.org/quit-smoking
American Nonsmokers' Rights Foundation (ANRF)	https://no-smoke.org/
American Public Health Association (APHA)	https://www.apha.org/apha-communities/member-sections/community-health-workers
Association of State and Territorial Health Officials (ASTHO)-Tobacco Control Program	https://www.astho.org/About/
BlueCross BlueShield of North Carolina Foundation	https://www.bcbnsncfoundation.org/
BreatheEasyNC Becoming Tobacco Free	https://breathe easync.org/
Campaign for Tobacco Free Kids	https://www.tobaccofreekids.org/
CDC's 6/18 Initiative	https://www.cdc.gov/sixteen/index.html https://www.cdc.gov/sixteen/tobacco/index.html
CenterLink- LGBT HealthLink	https://www.lgbthealthlink.org/ https://www.lgbtcenters.org/Programs
Change for Life: Tobacco Free Recovery	https://www.mecknc.gov/HealthDepartment/CommunityHealthServices/TobaccoFreeMecklenburg/Pages/Tobacco-Free-Behavioral-Health.aspx
Coordinated Approach to Child Health (CATCH) My Breath	https://lets go.catch.org/bundles/catch-my-breath-e-cigarette-juul-prevention
Countertobacco.org	https://countertobacco.org/
Counter Tools	https://countertools.org/
Dogwood Health Trust	https://dogwoodhealthtrust.org/
Duke - UNC Tobacco Treatment Specialist Training Program	https://www.dukeuncts.com/
National Alliance on Mental Illness North Carolina	https://naminc.org/
National Association for Alcoholism and Drug Abuse Counselors (NAADAC)	https://www.naadac.org/about
National Association of Chronic Disease Directors (NACDD)	https://chronicdisease.org/
National Association of Social Workers North Carolina Chapter	https://www.naswnc.org/
National Council for Mental Wellbeing	https://www.thenationalcouncil.org/ https://www.thenationalcouncil.org/topics/national-behavioral-health-network-for-tobacco-cancer-control/
National Native Network	https://keepitsacred.itcmi.org/ https://keepitsacred.itcmi.org/quitlines/
North Carolina Alliance For Health (NCAH)	https://www.ncallianceforhealth.org/tobacco-use-prevention/
North Carolina American Indian Health Board	https://ncaihb.org/
North Carolina Area Health Education Centers (NC AHEC)	https://www.ncahec.net/healthy-north-carolina-2030/
North Carolina Association of Local Health Directors	https://www.ncalhd.org/
North Carolina Association of Pharmacists (NCAP)	https://www.ncpharmacists.org/
North Carolina Department of Public Instruction	https://www.dpi.nc.gov/
North Carolina Department of Public Safety- Juvenile Crime Prevention Councils	https://www.ncdps.gov/juvenile-justice/community-programs/juvenile-crime-prevention-councils
North Carolina Medical Board	https://www.ncmedboard.org/
North Carolina Public Health Association	https://ncpha.memberclicks.net/
Parents Against Vaping e-Cigarettes (PAVe)	https://www.parentsagainstvaping.org/
QuitlineNC	https://www.quitlinenc.com/
Rescue Agency	https://www.rescueagency.com/ https://www.rescueagency.com/work/case-studies
Robert Wood Johnson Foundation (RWJF)	https://www.rwjf.org/en/how-we-work/grants-explorer/funding-opportunities.html?cid=xps_other_pd_dte%3A20191105
School Nurse Association of North Carolina (SNANC)	https://www.snanc.com/home
The African American Tobacco Control Leadership Council (AATCLC)	https://www.savingblacklives.org/about
The Center for Black Health & Equity	https://centerforblackhealth.org/ https://centerforblackhealth.org/tobacco/
The Duke Endowment	https://www.dukeendowment.org/
Truth Initiative	https://truthinitiative.org/